# ABSTRACT

*The rapid development of the internet in* Indonesia *is encouraging the growth of online store, one online store from Bandung, established in 2013 is Esgotado. Esgotado sell bags through their official website that www.esgotado.net, within one year of Esgotado business, evaluation is required to measure services provided during the year, moreover there are some custumer complaints . That's what lies behind this research.*

*This study aims to identify the true needs of Esgotado's e-commerce customer service using an integration of e-SQ and Kano model, so the customer's needs priorities for improving the quality of service are obtained. Attribute needs identified by conducting interviews to customers with regard to e-SQ dimension that produces the voice of the customer. Customers satisfaction were measured using an e-SQ questionnaire, then the attributes ability of influencing satisfaction were categorized using the Kano Model.*

*Based on the results of identification, 31 customer needs attributes were obtained. Based on the results of the study there are 14 attributes that have been able to meet the needs of customers' expectations and 17 attributes have not been able to meet customer expectations. After the integration of e-SQ and Kano models of the 31 attributes, there are 16 attributes were found to be improved, 14 attributes to be maintained and one attribute being ignored.*

*Attributes which are included in true customer needs should be improved by giving attention to the priority order, so Esgotado can allocate limited resources to improve services to the maximum.*

*Keywords:* Esgotado*, e-SQ, Kano Model, Needs Attribute, E-commerce Service*